

Exercise 01 – [25 points]

Signs of Merit / Symbolism and Identity

“Prepare young people to make ethical choices over their lifetime by instilling in them values.... Program allows young people to examine subjects and determine if they would like to further pursue them as a career or vocation...”



[Merit Badge Directory](#)

Readings:
Visual Research
Introduction
Chapter 01:
Why and How?
Chapter 02:
Design Literacy

Design three merit badges that represent yourself. Create icons that represent variations of activities that you enjoy and find valuable to you. Choose to illustrate areas of study, belief systems, subjects that are of interest to you. Use the template provided to make initial studies and final solutions. Present your final solutions for the badges to the class on 01.21

Research online and in your everyday to find symbols that represent values that have merit. What activities, hobbies, actions do you do that have merit. What do you do that deserves recognition and warrants merit. Look for visible signs, symbols, visual representations of merit around you.

Research Methodologies~

1. Generate a list of personal qualities that have merit.
2. Mind map 5 qualities from the list [in class demonstration]
3. Create an image library of signs, symbols, indexes that reference your concepts.
4. Produce sketches of the badges [minimum of two pages]
5. Organize your research so that you can present ALL of the results from the task to the class on Thursday, 01.14.

Have initial research, studies, sketches, ideation, inspiration ready to present to the class. This is your first presentation to the group so put your best foot forward and consider the quality of your work and how you will communicate about it.

Incorporate three points from the assigned readings into the analysis of your work.

Deliverables

1. Badges printed on 11 X 17, portrait format.
2. Print the badges and trim them out. Affix them to something that badges would go on and adorn it for documentation.* Photograph this for your process book. Print this documentation out for presentation. [11 X 17]
3. Present three badges and your documentation for review.
4. Write a statement about your process and the end results and typeset it. Incorporate three points from the assigned readings into your statement.
5. Organize your research and process into a 3-ring binder.

**Note that documenting the badges and placing them into a context is an opportunity to learn to stage the presentation of your projects and place your concepts into application.*

Learning Outcomes

Develop abilities in design production and problem solving while engaging in advanced design practices

Develop a methodology for a design process driven by research.

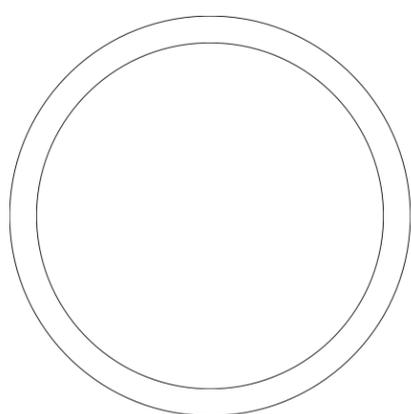
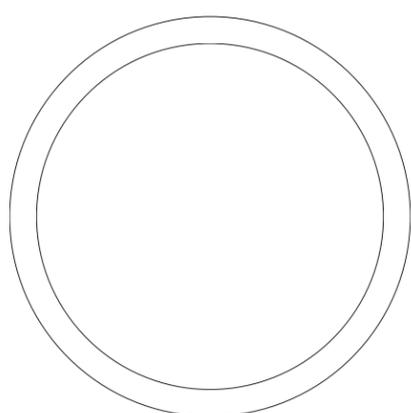
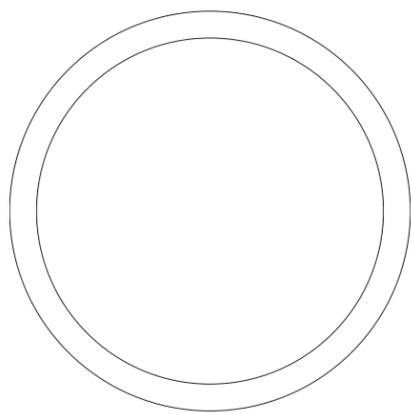
Study the complexities of visual information as it relates to form, structure and context in order to gain a better understanding of how meanings are constructed.

Gain awareness to the variances in the way information can be “read” and understood through the visualization of form and content.

Develop your drawing skills in Adobe Illustrator. Study color and system, line and texture to deliver the best looking badges possible.

Deadline

TH / January 21



Exercise 01 – [25 points]

Merit Badges / Signs of Values, Beliefs, Activities

						CONCEPT [1–5]
0	1	2	3	4	5	Originality and clarity of idea
						TYPOGRAPHY + VISUAL LANGUAGE [1–5]
						Typesetting
						Legibility, readability, clarity
0	1	2	3	4	5	Organization, hierarchy, clarity
						Appropriate message, style, visual language
						Spelling, grammar, proofreading..
						PRODUCTION QUALITY [1–5]
						Precision and attention to detail
0	1	2	3	4	5	Final presentation of work is a hallmark of graphic design.
						Present your work in a clean, neat and professional manner.
						Ability to follow directions, quality of final output.
						PROCESS / FORM + CONTENT STUDIES [1–5]
						Produced sketches, formal ideation. Process work is a
						documentation of a thoughtful and rigorous process and
0	1	2	3	4	5	development of concept and form. Observed and evaluated
						informally over the course of the exercise, this is documented
						in process “book”.
						THESIS + PRESENTATION [1–5]
						Present your problem.
						State what the exercise represented to you.
						Explain your design decisions.
0	1	2	3	4	5	Explain your solution.
						Present a conclusion in which you determine whether
						you were successful or not.

TOTAL / GRADE
